

What is claimed is:

1. A storing and dispensing container for product comprising:

5 a flexible pouch for storing product, the pouch comprising a bottom portion with side portions adjoined to the bottom portion and each side portion adjoined to an adjacent side portion and the side portions extending away from the bottom portion, the side portions also adjoined to a top portion with the top portion overlying the bottom portion and being generally parallel to the bottom portion, and the top portion including a removable portion which seals the product within the
10 pouch in a first condition and which allows access to the product within the pouch in a second condition;

a rigid flip top comprising a lid connected to a flange by a hinge, the flange being affixed to an outer surface of the pouch at the top portion of the pouch such that the rigid flip top overlies the removable portion of the pouch and the removable
15 portion is surrounded by the rigid flip top at the outer surface of the pouch;

the flange forming a dispensing orifice through which the product can be dispensed when the lid is opened and the lid being removably positionable to be closed to engage the flange and thereby seal the pouch at the outer surface where the removable portion is surrounded by the rigid flip top; and

20 the lid including a latch with an elongate first rib projecting horizontally therefrom and the flange including a catch with an elongate second rib projecting horizontally therefrom whereby the first and second ribs removably engage each other in an interference fit to maintain the lid closed and removably disengage each other when the lid is opened and wherein at least one of the first and second
25 ribs has a non-uniform elongate cross-section.

2. The container of claim 1 wherein the non-uniform cross-section comprises an angled elongate cross-section.

30 3. The container of claim 1 wherein the elongate first rib of the latch projects inward relative to a perimeter of the lid in a horizontal plane of the lid and the elongate second rib of the catch projects outward relative to a perimeter of the flange in a horizontal plane of the flange.

35 4. The container of claim 1 wherein the first rib has a non-uniform elongate cross-section and the second rib has a uniform elongate cross-section.

5. The container of claim 1 wherein the lid is defined by a horizontal perimeter and includes an opening tab projecting outwardly of the perimeter.
- 5 6. The container of claim 5 wherein at least 60% of the opening tab is located on either side of a bisecting line located through the width of the lid at a midpoint of the length.
7. A storing and dispensing container for product comprising:
- 10 a flexible pouch for storing product, the pouch comprising a bottom portion with side portions adjoined to the bottom portion and each side portion adjoined to an adjacent side portion and the side portions extending away from the bottom portion, the side portions also adjoined to a top portion with the top portion overlying the bottom portion and being generally parallel to the bottom portion, and
- 15 the top portion including a removable portion which seals the product within the pouch in a first condition and which allows access to the product within the pouch in a second condition;
- a rigid flip top comprising a lid connected to a flange by a hinge, the flange being affixed to an outer surface of the pouch at the top portion of the pouch such
- 20 that the rigid flip top overlies the removable portion of the pouch and the removable portion is surrounded by the rigid flip top at the outer surface of the pouch;
- the flange forming a dispensing orifice through which the product can be dispensed when the lid is opened and the lid being removably positionable to be closed to engage the flange and thereby seal the pouch at the outer surface where
- 25 the removable portion is surrounded by the rigid flip top; and
- the lid having a length and a width with the length being greater than the width, the lid being defined by a horizontal perimeter and an opening tab projecting outwardly of the perimeter with at least 60% of the opening tab being located on
- 30 either side of a bisecting line located through the width of the lid at a midpoint of the length of the lid.
8. The container of claim 7 wherein the horizontal perimeter of the lid is defined by a substantially uniform simple geometric shape except for the opening tab projecting outwardly of the perimeter.

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9. The container of claim 7 wherein the opening tab comprises a pocket located between the opening tab and the outer surface adjacent thereto.
10. The container of claim 7 wherein at least 60% of the opening tab is also located on a non-hinge side of the bisecting line located through the length of the lid at the midpoint of the width.
11. A storing and dispensing container for product comprising:
a flexible pouch for storing product, the pouch comprising a bottom portion with side portions adjoined to the bottom portion and each side portion adjoined to an adjacent side portion and the side portions extending away from the bottom portion, the side portions also adjoined to a top portion with the top portion overlying the bottom portion and being generally parallel to the bottom portion, and the top portion including a removable portion which seals the product within the pouch in a first condition and which allows access to the product within the pouch in a second condition;
a rigid flip top comprising a lid connected to a flange by a hinge, the flange being affixed to an outer surface of the pouch at the top portion of the pouch such that the rigid flip top overlies the removable portion of the pouch and the removable portion is surrounded by the rigid flip top at the outer surface of the pouch;
the flange forming a dispensing orifice through which the product can be dispensed when the lid is opened and the lid being removably positionable to be closed to engage the flange and thereby seal the pouch at the outer surface where the removable portion is surrounded by the rigid flip top; and
the hinge comprising a living hinge, the living hinge including a central strap and a pair of toggle straps with each toggle strap located on an opposite side of the central strap whereby the living hinge enables the lid to move throughout a first open position and wherein moving the lid past the first open position requires overcoming a force created by the central strap and the pair of toggle straps and when the force is overcome the lid is maintained in a second open position wherein the lid in the second open position is at an arc greater than the arc of the lid in the first position.
12. The container of claim 11 wherein moving the lid from the second open position to be closed requires the force be overcome in a direction reverse that when moving the lid from the first open position to the second open position.

13. The container of claim 11 wherein at least one toggle strap includes a pair of channels with a first such channel located at a first end of the strap adjacent the lid and a second such channel located at a second end of the strap adjacent the flange.
14. The container of claim 11 wherein the entire hinge when the lid is closed, including a thickness of the adjoining lid and flange adjacent the hinge, has a thickness no more than about 4 cm .
15. The container of claim 14 wherein the thickness is no more than about 3 cm
16. The container of claim 14 wherein the thickness is no more than about 2 cm.
17. The container of claim 14 wherein the thickness is no more than about 1 cm.
18. The container of claim 14 wherein the thickness is no more than about 0.5 cm
19. The container of claim 11 wherein the lid has a first Rigidity Value and the flange has a second Rigidity Value and wherein the first Rigidity Value is greater than the second Rigidity Value.
20. A storing and dispensing container for product comprising:
a flexible pouch for storing product, the pouch comprising a bottom portion with side portions adjoined to the bottom portion and each side portion adjoined to an adjacent side portion and the side portions extending away from the bottom portion, the side portions also adjoined to a top portion with the top portion overlying the bottom portion and being generally parallel to the bottom portion, and the top portion including a removable portion which seals the product within the pouch in a first condition and which allows access to the product within the pouch in a second condition;
a rigid flip top comprising a lid connected to a flange by a hinge, the flange being affixed to an outer surface of the pouch at the top portion of the pouch such that the rigid flip top overlies the removable portion of the pouch and the removable portion is surrounded by the rigid flip top at the outer surface of the pouch;

the flange forming a dispensing orifice through which the product can be dispensed when the lid is opened and the lid being removably positionable to be closed to engage the flange and thereby seal the pouch at the outer surface where the removable portion is surrounded by the rigid flip top; and

5 the lid has a first Rigidity Value and the flange has a second Rigidity Value wherein the first Rigidity Value is greater than the second Rigidity Value.

21. The container of claim 20 wherein the first Rigidity Value is at least two times greater than the second Rigidity Value.

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22. The container of claim 20 wherein the first Rigidity Value is at least five times greater than the second Rigidity Value.

23. The container of claim 20 wherein the lid is defined by a horizontal perimeter and includes an opening tab projecting outwardly of the perimeter.

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24. The container of claim 23 wherein at least 60% of the opening tab is located on either side of a bisecting line located through the width of the lid at a midpoint of the length.

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